



Euromonitor
International

Spirits in Vietnam

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Spirits

INDUSTRY PERFORMANCE

Consumers Adapt to Regulations While Boosting Premium Cocktail Culture

Flavour Experiments Drive Cocktail Culture

Chart 2 - Johnnie Walker Introduces Limited Edition Blue Label

Johnnie Walker and Hite Jinro Exemplify Premiumisation and Heritage Focus

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Buyers Balance Quality and Price Amid Tax Pressures to Shape Growth

Generation Z Drives Nolo Alcohol Trends to Reshape Consumer Priorities and Innovation

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Spirits

Diageo Plc and Hite Jinro Vietnam Co Consolidate Leadership through Portfolio Breadth and Cultural Resonance

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain the Lead Despite Modern Retail Growth

Retail E-Commerce Surges with Discounts and Convenience, Attracting Spirits Shoppers

PRODUCTS

Innovation Drives Premium Growth and Strengthens Market Resilience

Chart 10 - A New Chapter for Korean Spirits in Vietnam

Hite Jinro Vietnam Leads Innovation through Heritage and Cultural Alignment

ECONOMIC CONTEXT

Chart 11 - Economic Context for Spirits

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Spirits

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Vietnam - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Chart 18 - Johnnie Walker Introduces Limited Edition

Premium and Value Choices Polarise Consumer Spending

Beer Dominates Volume and Value as Cider/Perry Surges on Modern Lifestyle Trends

Chart 19 - Smaller Package of Saigon Chill Beer Targets Gen Z

Brands Adapt Packaging and Design to Engage Younger Consumers and Sustain Growth

Chart 20 - Volume Sales 2020-2030

Chart 21 - Volume Sales by Category 2025

WHAT'S NEXT?

Government Tax Policies Reshape Consumer Choices and Market Growth Trajectories

Heineken Vietnam Brewery and Sabeco Lead Value Growth as Beer Remains Dominant and Cider/Perry Surges

Brands Leverage Experiential Marketing and Craft Innovation to Capture Gen Z

Chart 22 - Forecast Volume Sales 2020-2030

Chart 23 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 24 - Analyst Insight for Alcoholic Drinks

Heineken Vietnam Brewery Strengthens Its Leading Position as Sabeco Faces Volume Decline

Emerging Brands Leverage Innovation and Promotions to Capture Youthful Consumers

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Lead Amid Modern Trade Expansion

Modern Trade and Promotions Reshape Consumer Purchasing Patterns

Retail E-Commerce Grows as Digital Strategies Enhance Premium Product Sales

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 27 - Economic Context for Alcoholic Drinks

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Alcoholic Drinks

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-vietnam/report.